

Minutes for Workgroup #174 – Informed Delivery APP

Session 11: 12:00 – 1:00 p.m. WebEx

Carrie reviewed the meeting schedule and agenda. Given that the pilot is in such a limited geographical area, the USPS had decided not to publish a national press release. Since Sunday December 6th, we have seen a burst of media coverage about the Informed Delivery pilot program some 30 articles or more; writing up their own stories based on information they found about the program.

An invitation to participate was sent to a subset of USPS.com users (approximately 60,000) in eligible zip codes. As of today, there are over 2,500 enrolled users. On that Monday/Tuesday we got a couple thousand that signed up quickly; thereafter the sign up rate has been about 150 a day. USPS will be sending follow up emails and sending a direct mail piece to get consumers in place for the program. Social media is very active. It's not uncommon for a lot of the comments to be on the negative side and there are a lot of positive comments. Ultimately the USPS communications team is responsible for replies. Looking ahead, they will prepare by pulling together fact sheets and press releases. USPS took advantage of some of the media splash to select some quotes for today's presentation.

Sam asked about the status of ZIP Code rollout. Carrie included it in the deck. There are 653 ZIP Codes, of which 255 have been activated. The remainder will likely be launched in January. USPS is looking at competitive PO Box offering in relation to this product. The 2010 filing reflects that initial product launch.

There is an informational website. It didn't have a full list of the ZIP Codes. USPS will be putting up a fact sheet that shows the participating zip codes. Ultimately there will be an interactive zip look up. This should improve the customer experience in the sign up process. When consumers are trying to sign up in the zip codes that are not activated, if the consumer is not in an eligible zip code, then the Informed Delivery program is not an option in your MyUSPS.com profile.

Flats Participation Issue: topic had two initial comments: when could Flats shaped mailings be included in the pilot? And when could the Flats sorting machine be tested?

In terms of capabilities for Flats today, the postal service has the ability to get information from the flats machine to say 'I have a mailpiece'. It will not have an image. And we do not currently have anyone testing interactive content.

For flat-sized mail in the interactive pilot, mailers will be able to place a color image of their item in the email (see sample of text in the deck). The idea is, if for example, we have a weekly magazine, the publisher would provide an image and when the USPS pilot team sees the scan for that piece, the USPS would append the image. The timeline to support this type of image in the pilot test is early February. In relation to letter-size mail, the postal service is not doing the same exact type of test. For letters, mailers

will be able to have ride along content (an image and URL), placed below the black and white image of the actual mailpiece. The USPS is still interested in talking to anyone to test Flats. Phil asked about Carrier Route bundles and if they will be scanned too. He suggested a subtractive scanning process and suggests there would be benefits to hook into that program. Carrie says, yes, ultimately the USPS would want to do that, of course; however, we may not be able to support this for the pilot. Several members of this workgroup are keeping abreast of the bundle scan pilot. Carrie will connect internally with Himesh to see the roll out plan (which we believe is August 2016). Realistically, Carrie is working with the technical team and right now, Flats functionality is tied into the basic approach and we wouldn't likely see additional development until USPS approves further development of the program overall. Phil Thompson suggests we ask Himesh about testing that is currently underway. If a Flats mailer active in the NY Pilot was also working with Himesh to finalize the bundle scan testing, we would be interested in collaborating. In the meantime, we need to plan on putting a recommendation for that in our resolution document. So the messaging would be the same for individual pieces or bundled items.

Rosser asks about the content of Ride Along content on Flats. This could be another opportunity down the road for a mailer to add the equivalent of a ride-along message. Carrie needs to confirm if the existing plan includes allowing the "replacement image" as well as interactive content (such as a URL). Carrie clarified the image is proportional – so if it's a Flat or Letter its proportional. Does it make sense to have a ride along message along-side of it? Maybe we would like to have the ability to replace images for letter size mail too (not show the B&W image). USPS is testing the two methods to get a better understanding of what works better – is it more effective to have a B&W image with a color ride along or more effective to have the color image?

The question was asked, 'How many megabytes in average email?' Early adopters providing feedback – biggest is 400KB; mostly 100KB, not over 200KB.

Need to make sure we cover in resolution statement: the concept of how we manage the sequence of the images, whether they have ride along content or not. SEO bidding world means there is a monetization opportunity for the sequence of the images in the email.

Image Suppression Issue: The discussion moved back to the topic of suppression of images and the idea of documenting the *Pro's* and *Con's* and ultimately try to get a vote to understand where everyone is leaning on this – some have strong opinions and have voiced them. The table in our weekly presentation deck was populated based on some of the details from the minutes and group discussion. On advertising mail, we have the '*Pro*' of an additional touch point; the '*Con*' might be we lose the impulsive response to the physicality of the mailpiece. The ride along content might be one way to compensate for that possibility.

The '*Pro*' on certified mail – consumer knows they need to go pick it up the post office at their convenience. Potential PII breach, misaddressed image would go to wrong person. If misdelivered it's the physical piece that goes to wrong person but image goes to the right place.

On the consumer side, I am at work, I see the mailpiece image as I know my credit card or my convenience check is in my mail today & I am going to take action to go get it. The inaction of seeing a preview of physical mail that isn't immediately relevant is a broad negative, not specific to convenience checks as a 'Con'.

Suppose I know Amex cards come from return address PO Box 123, New York, NY. And suppose I am a hacker who can break into people's email and find out which people have credit cards in their mail today. While this may sound like a crazy scenario, however, we've seen more labor intensive hacks, so who knows how crazy it is and the return address may be one element to measure & mitigate risk.

Paul suggested we consider giving both the recipient and the mailer the ability to suppress some kinds of mail. Carrie asked him to elaborate on the thought process to beyond asking "is the Consumer and/or the Mailer permitted to suppress images?" Individual use cases would help shore up the ultimate recommendation and demonstrate we put thought into it. And further consideration could be given, once we better understand how this product could rollout. Ideally, USPS architects the infrastructure so USPS can adapt to the feedback, as Mailers and Consumers weigh in, to give the postal service the ability to react quickly.

Carrie reviewed a summary of the suppression of images discussion. Maybe the solutions are different if it's opt-in or opt-out, maybe it isn't. The workgroup was asked to continue to think about additional pros/cons of image suppression and use cases.